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Unlocking the Potential of Ampenan Old City: A Comprehensive Study of Pentahelix Players' Role in Sustainable Tourism Development in Mataram

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Abstract: This study examines the role of stakeholders in developing tourism in the Old City of Ampenan, Mataram City, Indonesia. Despite being designated as one of the Indonesian Heritage Cities Network's 43 cities, Ampenan's tourism potential has not been fully realized, and is even on the decline due to a lack of joint efforts by tourism stakeholders. The Pentahelix players are composed of the government, academia, industry, community, and tourists, and their roles in tourism development are investigated. Strategies for sustainable tourism development are proposed based on data collected through non-participant observation, unstructured interviews, and documentation. The results highlight the potential of Ampenan Old City as a tourist destination and the contributions of various stakeholders to its development. The study concludes that the Ampenan Old City is a must-visit destination, featuring impressive cultural landmarks, natural beauty, and accessibility, and recommends further collaboration between stakeholders to improve its sustainable development.

Keywords: Pentahelix, Old City of Ampenan, sustainable tourism, cultural landmarks

JEL Classification: L83, O18, Q01, Z32, Z38

Introduction

Mataram, the capital city of West Nusa Tenggara province in Indonesia, is a popular tourist destination known for its unique cultural heritage and natural landscapes, including the Old City of Ampenan, Mount Rinjani National Park, and Senggigi Beach. Despite being designated as one of the Indonesian Heritage Cities Network's 43 cities, Ampenan's tourism potential has not been fully realized, and its tourism is declining due to a lack of joint efforts by stakeholders. The study aims to identify the Pentahelix players, including the government, academia, industry, community, and tourists, and their roles in developing tourism in the Old City of Ampenan in Mataram City. The government is responsible for creating a conducive environment for tourism development, academia contributes knowledge on sustainable tourism, the industry provides services and experiences for tourists, the community preserves cultural heritage and provides authentic experiences, and tourists are the end-users of tourism products and services whose feedback and behavior influence the success of tourism destinations.

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Although Ampenan was once the main crossing port connecting Bali and Lombok, the port was relocated to Lembar in 1973 due to high waves. Despite being designated as one of the Indonesian Heritage Cities Network's 43 cities, Ampenan's tourism potential has not been fully realized and is even on the decline due to a lack of joint efforts by tourism stakeholders. The presence of scattered trash, old buildings converted into modern shops, and poorly maintained tourist attractions is a testament to this issue.

Regrettably, the Old City of Ampenan has not been able to attract many tourists, both domestic and foreign. Therefore, researchers have taken the initiative to investigate the potential for developing the area into a tourist destination. The study aims to identify the Pentahelix players in developing tourism in the Old City of Ampenan in Mataram City and how their roles contribute to its development.

Tourism development in old cities has become an increasingly important topic in recent years, as many old cities have been recognized as valuable cultural heritage sites that can attract tourists. Researchers have explored various aspects of old city tourism development, including its impact on local communities, the challenges and opportunities of preservation and development, and strategies for sustainable tourism development.

One common theme in the literature is the importance of community involvement in tourism development. Researchers have argued that tourism development in old cities should be based on a collaborative approach that involves local communities, as they can provide valuable insights into the unique cultural and historical aspects of the city. For example, a study by [Khalid et al. \(2019\)](#) explored the role of local communities in the preservation and development, and found that community involvement was critical for ensuring sustainable tourism development.

Another important aspect of old city tourism development is the preservation and restoration of cultural landmarks. Many old cities have significant cultural and historical landmarks that attract tourists, and preserving and restoring these landmarks is important for maintaining the city's unique identity. Researchers have explored various strategies for preservation and restoration, such as adaptive reuse, which involves repurposing historic buildings for new uses that are compatible with their original function ([Graham & Howard, 2008](#)).

In addition to preservation and restoration, researchers have also explored strategies for sustainable tourism development in old cities. This includes the use of renewable energy, waste reduction, and other sustainable practices that can help reduce the environmental impact of tourism ([Goussous & Al-Jaafreh, 2020](#)). Researchers have also explored the importance of balancing tourism development with the needs of local communities, such as through the development of community-based tourism initiatives ([Eslami et al., 2019](#)).

Overall, the literature suggests that old city tourism development requires a holistic approach that involves collaboration between various stakeholders, including local communities, government agencies, and tourism industry stakeholders. By working together, these stakeholders can help preserve the unique cultural and historical aspects of the city, while also developing sustainable tourism initiatives that benefit both tourists and local residents.

The research on the role of Pentahelix in the development of Ampenan Old City tourism in Mataram City is novel in several ways. Firstly, it focuses on a specific destination, namely the Old City of Ampenan, which has not been extensively studied in terms of tourism development. Secondly, the study looks at the Pentahelix players, which include the government, academia, industry, community, and tourists, and their contributions to tourism development. This is a comprehensive approach that considers the interplay of various stakeholders in tourism development, which is essential for sustainable tourism.

Moreover, the study contributes to the literature on sustainable tourism development by highlighting the potential of Ampenan Old City as a tourist destination and identifying the challenges that need to be addressed. The study also proposes strategies that can be

implemented by the Pentahelix players to improve tourism development in Ampenan Old City. This research is essential because it can inform policymakers, tourism stakeholders, and local communities on the potential of tourism in Ampenan Old City and the necessary steps required for its sustainable development.

Old City Development

Over the years, the development of old cities has become an important aspect of urban planning, as they provide a glimpse into the cultural heritage of a community or nation. Old cities have unique architectural styles, cultural landmarks, and historical sites that attract tourists, creating opportunities for economic growth and sustainable development (Tiboni et al., 2020).

The development of old cities is a complex process that requires the involvement of various stakeholders. These stakeholders include policymakers, government agencies, tourism boards, local communities, and private businesses. The collaborative efforts of these stakeholders are essential to create a sustainable tourism industry that preserves the cultural heritage of the old city while generating economic benefits (Snis et al., 2021).

The role of stakeholders in the development of old cities varies depending on their interests, resources, and capabilities. For instance, policymakers and government agencies play a crucial role in creating policies and regulations that promote the development of old cities. Tourism boards are responsible for marketing and promoting the old city as a tourist destination, while local communities are often involved in preserving cultural heritage and providing services to tourists (Khlaikaew, 2015).

Private businesses, on the other hand, are significant players in the development of old cities, as they invest in the infrastructure, hospitality, and entertainment industries that cater to tourists. They also create job opportunities for the local community, which helps to boost the local economy (Khan, 2020).

In recent years, the concept of Pentahelix has emerged as a framework for sustainable tourism development in old cities. The Pentahelix model recognizes the interdependent relationship between the five key stakeholders: government, industry, academia, community, and tourists. It emphasizes the importance of collaboration and partnership among these stakeholders in developing sustainable tourism in old cities (Carrillo et al., 2018).

In summary, the development of old cities and the role of stakeholders is a complex process that requires collaboration and partnership among various stakeholders. The Pentahelix model provides a framework for sustainable tourism development that recognizes the importance of interdependence and collaboration among stakeholders. By working together, stakeholders can create a sustainable tourism industry that preserves cultural heritage, generates economic benefits, and promotes social well-being.

Research Method

The proposed research method for this study is a qualitative descriptive approach, which aims to provide an in-depth understanding of the Old City of Ampenan. The research will utilize a variety of data collection techniques to ensure the completeness and accuracy of the data. In addition to non-participant observation and unstructured interviews, the research will also incorporate other data collection techniques such as surveys, focus groups, and archival research.

The non-participant observation technique will be used to observe the Old City of Ampenan without direct involvement. The researcher will observe the daily activities and interactions of the Old City's residents and businesses to gain a better understanding of the culture and social dynamics of the area. Meanwhile, unstructured interviews will be conducted with individuals who have a deep understanding of the Old City of Ampenan, such as the

Chairperson of the Pokdarwis Old City of Ampenan, the community of Ampenan, and business actors around the Old City of Ampenan.

To ensure the accuracy and reliability of the data, the research will use Miles and Huberman's model for data analysis, which consists of data selection and grouping, data presentation, drawing conclusions or verification, and testing data validity (El Badriati et al., 2022; Harrigan et al., 2017; Miles & Huberman, 2014). The triangulation method will be employed to validate the data, which involves source and method triangulation. The examination technique will be based on certain criteria, including confidence degree, transferability, dependency, and certainty, to ensure the validity and reliability of the findings.

The research will also consider potential biases that may affect the data collection and analysis process. For instance, the researcher's role as an observer in non-participant observation may introduce biases, as they may interpret events differently than someone who is more directly involved. To mitigate these biases, the researcher will make use of multiple data sources and validation methods.

Overall, this research method will provide a comprehensive understanding of the Old City of Ampenan, including its culture, social dynamics, and economic activities. The findings will contribute to the development of policies and initiatives to preserve and promote the unique heritage and identity of the Old City of Ampenan.

Result and Discussion

The Ampenan Old City offers a range of attractions and potential that make it a must-visit destination. This includes the diversity of its population and the natural beauty of its beaches and surfing points. Its cultural potential is also impressive, featuring landmarks such as the Po Hwa Kong Temple, the Bodhi Dharma Temple, the Segara Temple, and the Djamik Lebai Sandar Mosque. The Ampenan Old City is also a UNESCO-listed heritage site, recognized for its old Dutch buildings and historic significance. Visitors will find that the accessibility and facilities of the destination are also excellent, with easy access to transportation and well-maintained infrastructure. The Ampenan Old City also boasts a variety of amenities, including toilets, prayer rooms, restaurants, parking areas, cafes, lodging, spas, health centers, and playgrounds. With 24-hour operating hours and free entry, the Ampenan Old City is a tourist destination that promises an enjoyable and comfortable experience for all.

The Ampenan Old City is a tourist destination that has been developed through the efforts of various stakeholders, including the Mataram Tourism College, businesses such as Tigamas Hotel and Pabean Inn, and several restaurants and small traders. The development of this area has been supported by the active participation of Pokdarwis and Melayu Cares Lombok, as well as various government agencies such as the West Nusa Tenggara Tourism Office, the Mataram City Tourism Office, the Ampenan Sub-District Head, and the Ampenan Tengah Village Head.

To promote the Ampenan Old Town area, several media outlets have played a significant role, including Lombok Post, Radar Lombok, Suara NTB, Media Exbis NTB, and online media such as Antaranews, kompas.com, and tempo.com. The Photophone Contest held by these media outlets with the theme Historical Architecture and Cultural Acculturation has also helped to promote the area as a tourist destination.

Overall, the collaborative efforts of various stakeholders, including businesses, communities, and government agencies, have helped to develop and promote the Ampenan Old City as a tourist destination.

The development and promotion of the Ampenan Old City as a tourist destination is an excellent example of how collaborative efforts between various stakeholders can lead to successful outcomes. In this case, the involvement of the Mataram Tourism College, businesses, communities, and government agencies has played a crucial role in developing and promoting the area.

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The participation of Pokdarwis and Melayu Cares Lombok highlights the importance of community involvement in tourism development. Community participation not only ensures that local residents benefit from tourism activities but also helps to preserve the area's cultural heritage and traditions.

The media's role in promoting the Ampenan Old City is also noteworthy. By featuring the area in various media outlets and holding a Photophone Contest, the media has helped to raise awareness about the area's historical architecture and cultural acculturation. This, in turn, has helped to attract more tourists to the area and boost the local economy.

In conclusion, the development and promotion of the Ampenan Old City as a tourist destination is a positive example of how collaborative efforts between various stakeholders can lead to successful outcomes. The involvement of businesses, communities, and government agencies, as well as the media's role in promoting the area, has helped to create a vibrant and thriving tourist destination.

Pentahelix's Role in Developing Tourism in Ampenan Old Town

The development of the Ampenan Old City as a tourist destination is supported by five key players in the pentahelix model. Firstly, academics from universities play a crucial role in creating new ideas and innovations to enhance tourism. They also facilitate the development of quality human resources in the tourism sector. Secondly, businesses such as hotels, cafes, restaurants, and small traders provide goods and services to tourists, while also contributing to the local economy. Thirdly, the community, represented by the active Pokdarwis group, has carried out positive activities such as cleaning and maintaining the Ampenan Old Town area. Fourthly, the government regulates and coordinates the stakeholders involved in tourism development, with financial support from the NTB Provincial Government, Bank NTB and OJK. Lastly, the media is used to disseminate information about the Ampenan Old City to attract visitors, though the destination lacks a specific website or social media platform. Together, these five players have contributed to making the Ampenan Old City a safe, organized, clean, and attractive tourist destination with cultural and natural potential.

The research findings suggest that collaborative efforts between stakeholders, including businesses, communities, government agencies, and media outlets, are essential for successful tourism development and promotion. These findings have several implications for tourism policymakers and practitioners.

First, policymakers should encourage and facilitate the active participation of local communities in tourism development. This can be achieved through the provision of training and capacity-building programs that empower local communities to participate in tourism-related activities (Nagarjuna G, 2015). Additionally, policymakers should ensure that local communities receive tangible benefits from tourism, such as employment opportunities and revenue-sharing schemes, to ensure their support for tourism development and sustainability (Zambrano et al., 2010).

Second, businesses should recognize the importance of responsible tourism practices and contribute to the preservation of the area's cultural and natural heritage (UNWTO, 1999). This can be achieved through the adoption of sustainable tourism practices that minimize the negative impacts of tourism on the environment and local communities.

Third, government agencies should play a more proactive role in supporting and promoting sustainable tourism development (UNEP, 2005). This can be achieved through the provision of infrastructure and services that enhance the tourism experience, such as well-maintained roads and transportation systems, clean public spaces, and visitor information centers.

Finally, media outlets should continue to play an active role in promoting tourism destinations through various media channels, including print, broadcast, and digital media (Camilleri, 2018). This can be achieved through the creation of engaging and informative

content that showcases the unique features and attractions of tourism destinations, such as the Ampenan Old City

Conclusion

In conclusion, Ampenan Old City in Mataram, Indonesia is a popular tourist destination with significant potential for sustainable tourism development. However, despite being designated as one of the Indonesian Heritage Cities Network's 43 cities, its tourism industry has declined due to a lack of joint efforts by tourism stakeholders. The study on the role of Pentahelix in Ampenan Old City tourism development provides valuable insights and proposes strategies to improve its tourism industry. Although the study has limitations, future research could explore areas such as quantitative research design, comparative study, longitudinal study, and the role of digital technology in promoting and managing tourism in Ampenan Old City. This research can inform policymakers, tourism stakeholders, and local communities on the potential of tourism in Ampenan Old City and the necessary steps required for its sustainable development

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